

# **US Army Accessions Support Brigade**

***“Connecting America’s People with America’s Army”***



**ARMY STRONG.®**

**Colonel Fred Johnson**



# Accessions Support Brigade

Connecting America's People With America's Army



## MISSION SUPPORT BATTALION

Fort Knox, Kentucky



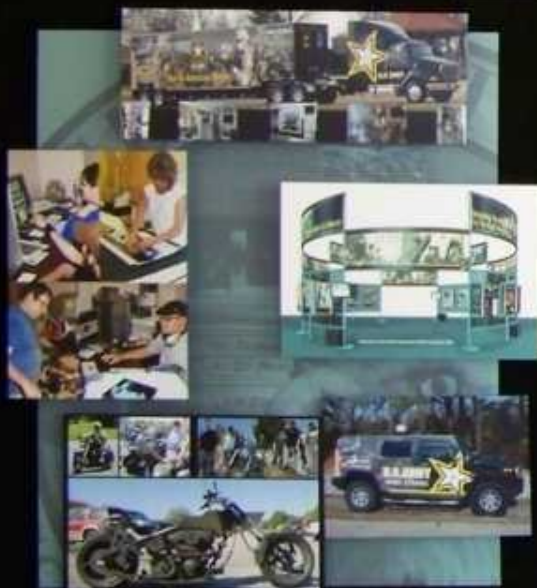
## ARMY MARKSMANSHIP UNIT

Fort Benning, Georgia



## ARMY PARACHUTE TEAM

Fort Bragg, North Carolina



# Mission

**The Accessions Support Brigade provides tactical, operational, and strategic support to the Accessions Force by maximizing leads and good Army impressions through exhibits, competitions, instruction, demonstrations, and research & development in order to increase public awareness and support for the United States Army and help sustain the All Volunteer Force.**

## METL

- **Provide relevant and responsive support to USAAC, USAREC and USACC**
- **Command and Control ASB Assets**
- **Showcase unique skills within the U.S. Army**
- **Support the Army warfighting effort through specialized training, Research & Development and augmentation to the force**
- **Train and Sustain the Force**



# Accessions Support Brigade



**Connecting America's People to America's Army**



# ASB Organization

Brigade

BDE HQs

**2010 TDA**

**2010 TDA**

**13**

**OFF 3**

**OFF 6**

**W/O 0**

**183**

**ENL 4**

**W/O 87**

**CIV 17**

**ENL 289**

**Total 24**

**Cont 6**

**CIV**

**Tota**

**ASB**

**Fort Knox**

**Mission Support  
Battalion**

(19 Mobile / 4 Fixed Assets)  
(1 Govt Owned, Contractor  
Operated Facility)

**Fort Knox**

**US Army  
Marksmanship Unit**

(6 Comp Teams /  
Custom Firearms Shop)

**Fort Benning**

**US Army  
Parachute Team**

(2 Demo / 2  
Comp /  
1 Tandem Teams)  
(5 Fixed Wing  
Aircraft)

**Fort Bragg**

**Virtual Army Experience Accessions Distribution Center Managed Unit Product Account Drill Sergeant Program**

# Accessions Support Brigade

## *Mission Support Battalion*

- Conducts mobile and fixed exhibits in support of Army Accessions
- Manufactures specialized marketing products

## *Army Parachute Team - Golden Knights*

- Conducts demonstration and tandem jumps to promote the Army
- Competes in parachuting competition at national and international level
- Conducts military free fall training, parachuting research, and development

## *Army Marksmanship Unit*

- Conducts demonstrations, exhibitions, and competitions to promote the Army
- Provides advanced marksmanship shooting instruction to the force
- Conducts equipment research and development
- Competes in marksmanship competitions at the national and international level to include the Olympics







# Drill Sergeant Exhibitor Program



- **Active Basic Training Drill Sergeants selected for six month tour of duty. TDY paid by USAAC. Soldiers travel from home station to events.**

- Specifically selected as positive role models and are prepared to:

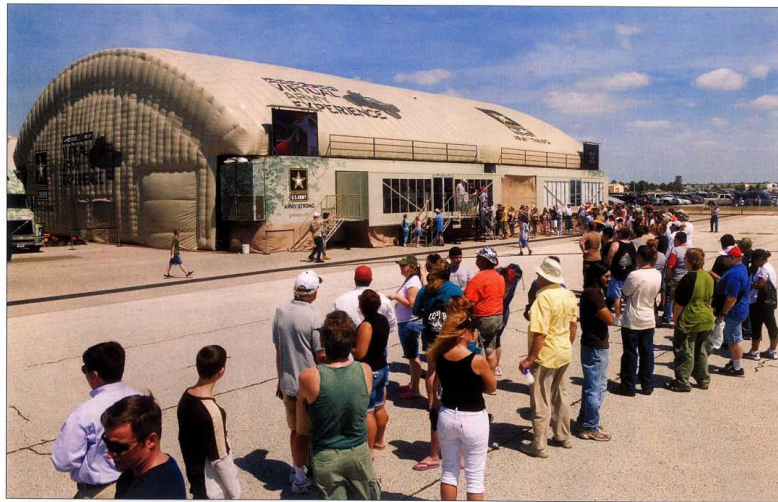
- Tell their Army Story, relate Army Values to today's youth, and discuss how the values apply to everyday life and a successful career.
- Stress the benefits of education and discuss the importance of setting and reaching goals.
- Conduct physical education classes where students can experience Army physical training.
- Give a personal "hands on" glimpse of Basic Training. Discuss benefits of military service.
- Provide team building activities; including challenge events, designed to motivate, illustrate the importance team work and enhance self esteem.
- Engage students on the topic of leadership.
- Participate in media events; interact with event sponsors.
- Available for and have supported conventions and events such as Planning for Life, Future Farmers of America, Skills USA, All American Bowl, ROTC and JROTC events, NASCAR, NHRA, air and auto shows, and have conducted various high school events to include classroom presentations, physical training, pep rallies

- Testimonials:

- "Educators valued the attendance of DS (name removed), and had the opportunity to meet a real Drill Sergeant. 12 faculty requested we come back for the next teacher-inservice to give a class on M2S. Principal was THRILLED and appreciative for our attendance and everyone shared great fellowship over subs, fried chicken and DS (name removed)!" – BN ESS; Marcos De Niza HS, Tempe, AZ
- "DS (name removed) adapted his presentation for the various ages in the audience and used a disruptive student to illustrate the importance of respect. The teacher was impressed." Recruiter, Milwaukee Rctg Bn
- "DS (name removed) did a great job. He is welcome in my AO at anytime . . . He was the highlight of my Future Soldier function!" Company Cdr, Nashville Rctg Bn
- "Even students against the military loved the presentation and put on surveys that they were impressed by the information DS (name removed) provided."



# The Virtual Army Experience



***"It gives you an idea of what is going on over there. You get an understanding of what our soldiers are doing."***  
- Muskogee Phoenix, October 29, 2007

***"Kind of makes me want to join the Army. I kinda' liked it. It makes me think of how people over in Iraq are doing. I have more appreciation for them people."***  
- WTVY News 4 (CBS), March 23, 2007



# Marketing Assets

## Accessions Support Brigade

### MSBn

IS x 4  
AS x 5  
AMT x 2  
MEV x 6  
NHRA x 2 personnel  
NSC x 2  
NCD Systems x 8  
NCD Exhibitors x 5  
OCC Chopper x 1

### AMU

Service Rifle  
International Rifle  
Service Pistol  
International Pistol  
Shotgun  
Action Shooting  
Olympians

### APT

Demo Team x 2  
Tandem Team x 1  
Comp Team x 2  
  
HQ  
Accessions Distribution Center  
Managed Unit Program Account  
Drill Sergeant Mobile Exhibitor Program

## The Virtual Army Experience

### VAE Alpha

4 GMV HMMWVs  
2 CROWS HMMWVs  
2 UH-60 Blackhawk s  
AA Game LAN & X-Box 360  
VAE Echo  
2 HMMWVs with 3 CROWS & 1 TOW-

### VAE Bravo

2 HMMWVs  
1 UH-60 Blackhawk s  
AA Game LAN & X-Box 360  
VAE Apache  
AH-64D Apache Longbow with Pilot and Gunner Positions

### VAE Charlie

2 HMMWVs  
1 UH-60 Blackhawk s  
AA Game LAN & X-Box 360  
Challenge Tour  
AA Game LAN & X-Box 360  
Packbot EOD Robot  
Branded

### VAE Delta

1 GMV HMMWVs  
AA Game LAN & X-Box 360  
AA Arcade Game  
Branded H2  
VAE Foxtrot  
2 HMMWVs with 3 CROWS & 1 TOW-ITAS

## G-7 Momentum

### SIA AlphaSIA BravoSIA CharlieSIA Delta

Robotics  
Physical Fitness  
Guitar Hero  
Aviation  
Rockwall  
Leadership  
Defender  
Javelin Sim  
Dog Tags

Weber Shandwick  
Planning for Life

Robotics  
Physical Fitness  
Guitar Hero  
Aviation  
Rockwall  
Defender  
Leadership  
TOWS-ITAS Sim  
Dog Tags

Casanova Pendrill  
HCM

Robotics  
Physical Fitness  
Guitar Hero  
Aviation  
Rockwall  
Leadership  
Defender  
Javelin Sim  
Dog Tags

Robotics  
Physical Fitness  
Guitar Hero  
Aviation  
Defender  
Rockwall  
Leadership  
TOWS-ITAS  
Dog Tags

Carol H. Williams  
HBCU Classics  
BHM Exhibit

### AAB

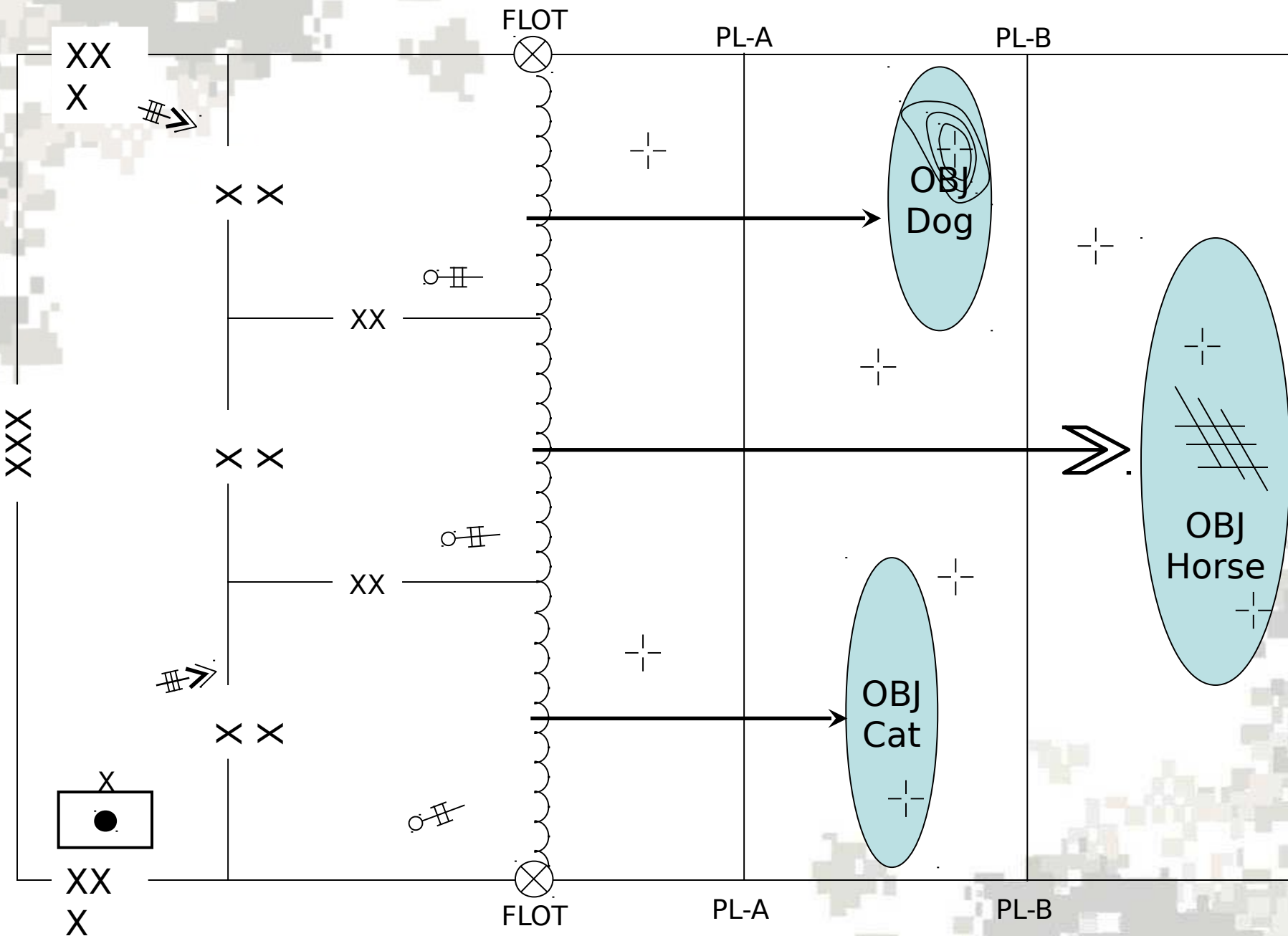
Showcars  
NASCAR Showcar  
NHRA Dragster

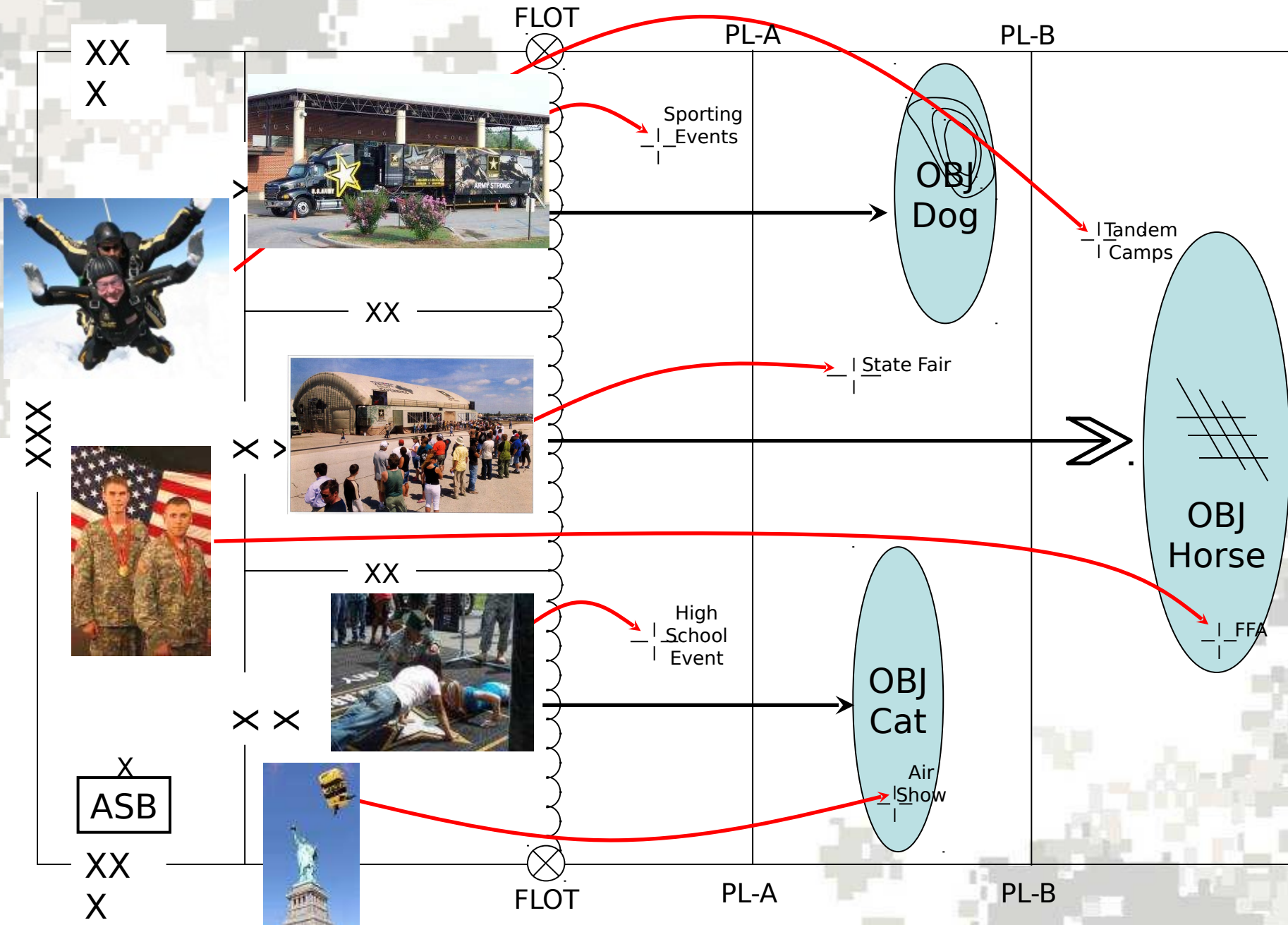
## Other Army Units/Assets

Army Senior Leadership  
McCann / Erickson  
SF Team ICW SOF Semi  
Future Soldiers  
ROTC ROOs/Cadets  
USMA Sports/Cadets  
USAREC HRAP/SRAP  
Agency Sports Figures  
TAIR - AR/ARNG  
AMEDD SME  
Veterans Organizations  
Silver Wings  
101<sup>st</sup> ABN Parachute Team  
Black Daggers  
ANG Assets

## OCPA / ABG

MDW Assets  
Army Field Band  
Jazz Ambassadors  
TRADOC Band  
WCAP  
82<sup>nd</sup> Chorus  
Army Avn Demo Teams  
Soldier Show  
Culinary Arts Team  
Installation Vans  
AR Bands..







# Managed Unit Product Account (MUPA)

**ARMY ROTC SCHOLARSHIPS**



**ARMY ROTC SCHOLARSHIPS**  
 ROTC offers a unique blend of scholarship and military training. ROTC scholarships are available to students at the college level. ROTC scholarships are awarded to students who are academically qualified and who are committed to military service. ROTC scholarships are awarded to students who are academically qualified and who are committed to military service.

**Scholarship Value**  
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**Living Expenses**  
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**ARMY ROTC.COM**

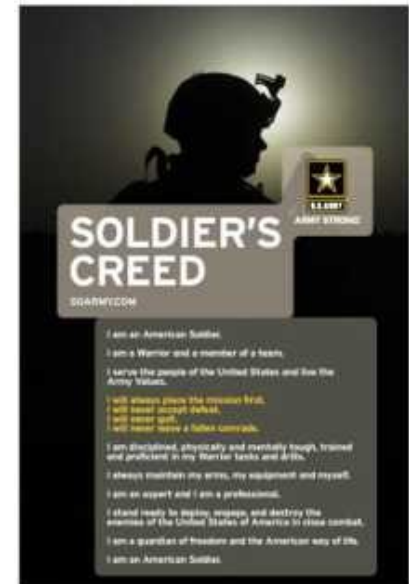
**ARMY STRONG**



**WARRIOR ETHOS**  
 I WILL NEVER QUIT.

**ARMY STRONG**

**GOARMY.COM**



**SOLDIER'S CREED**

**GOARMY.COM**

- 1. I am an American Soldier.
- 2. I am a Warrior and a member of a team.
- 3. I serve the people of the United States and live the Army Values.
- 4. I will always prove the integrity of my word.
- 5. I will never accept defeat.
- 6. I will never quit.
- 7. I will never leave a fallen comrade.
- 8. I am disciplined, physically and mentally tough, trained and proficient in my warrior tasks and drills.
- 9. I always maintain my arms, my equipment and myself.
- 10. I am an expert and I am a professional.
- 11. I stand ready to defend, protect, and destroy the enemies of the United States of America in close combat.
- 12. I am a guardian of freedom and the American way of life.
- 13. I am an American Soldier.



**WARRIOR ETHOS**  
 I WILL NEVER ACCEPT DEFEAT.

**ARMY STRONG**

**GOARMY.COM**



**WARRIOR ETHOS**  
 I WILL ALWAYS PLACE THE MISSION FIRST.

**ARMY STRONG**

**GOARMY.COM**



**WARRIOR ETHOS**  
 I WILL NEVER LEAVE A FALLEN COMRADE.

**ARMY STRONG**

**GOARMY.COM**

# Accession Distribution Center

- Support USAREC, USACC, and OCAR through online Intranet ordering system for Recruiting Publicity Items (RPI), Personal Presentation Items (PPI), and Milestone Recognition Items (MRI)
- Stock over 570 items
- Process over 26,100 orders annually
- Support over 9,200 customers
- Process over 9,600 Future Soldier Kits to MEP States

**Over 155,000  
boxes shipped  
annually**





# Awards

- **FY09: USAREC 8760**
- **USAAC 4977**
- **Ft. Jackson 720**
- **Items branded specifically for Units, Battalion, and Company level**





# **ASB - Overview Summary '09**

## **MSBn**

### ***Special Purpose Facility***

- **Cost: \$1,530,788.00**
- **Items Produced / Repaired:**  
**27,174**

### ***National Conventions Division***

- **Events Supported: 94**
- **Cost: \$1,068,719.13**
- **Leads/Assists: 13,076**
- **Cost per Lead: \$81.73**

### ***Mobile Exhibit Company***

- **Events Supported:**  
**1,589**
- **Cost:**  
**\$1,372,578.45**
- **Leads: 40,864**
- **Cost per Lead:**  
**\$33.59**

### ***National Science Center***

- **Elementary Schools: 84**
- **Middle Schools: 53**
- **High Schools: 24**
- **Cost: \$165,431.98**
- **Over 39K Students**

## **Drill Sergeant Exhibitor Program**

- **301 Events**
  - **57 National Strategic**
  - **63 Regional / Local / Future Soldier**
  - **181 Events in High Schools**
- **\$257,468.76 (avg \$855.37 per Event)**
- **Multiple Live Radio / TV Interviews**
- **Increased ROI, Lead Generation for All Venues**
- **Enhances Recruiter Access in Local Schools**

# **ASB - Overview Summary '09 (co**

## **AMU**

**93 Marksmanship Competitions within CONUS**

### ***Demonstrations/Clinics/Competition***

- 11 Junior Clinics/Competitions
- 6 Open Clinics/Competitions
- 4 Future Soldier/Cadet

### ***Demonstrations***

- 1 All American Bowl
- 1 Army Strong Experience

**8 Conventions/Expos/Shows/Fairs**

### ***TSDs***

- 19 High School TSDs
- 4 College TSDs

**11 COI Tours of AMU facilities**

### ***Media Exposure***

- 4 Episodes on The Outdoor Channel's Shooting USA
- 6 Pro-tips mini-episodes on Shooting USA

## **APT**

### ***Demonstrations***

- 68 Demonstrations
- 20 High School / University

### ***TSDs***

### ***Tandem Camps***

- 10 Tandem Camps
- 225 COIs

### ***Competitions***

- 14 Competitions
- World
  - 5 Silver Medals
  - 6 Bronze Medals
- National
  - 6 Gold Medals
  - 13 Silver Medals
  - 9 Bronze Medals

### ***ROI***

- 223M Impressions
- 558 Future Soldiers
- 9,070 Leads

**QUESTIONS ?**